

**Management not understanding the pieces of their long-term incentive programs?  
Conceptual**eyes** helps put the puzzle together so the whole picture comes into focus.**



**Pitney Bowes**

*Executive Compensation Literature – Long Term Incentive Program*

Situation:	Objective:	Strategy:	Results:
<p>Pitney Bowes had five major components in its long-term incentive program for executives. But its solution for communicating these valuable benefits was a short-term one — photocopies. And because they were sometimes photocopies of photocopies and written in legal jargon, the materials and the plans, although presented in black and white, were often unclear and confusing.</p>	<p>Reflect the value of these plans through both the language and the look and feel of the materials. Associate each component with a distinctive image that would help the executive identify that component and how it ties into the overall objectives of the long-term incentive program.</p>	<p>Create a five-piece icon of the long-term incentive program, with each piece representing one component of the program. Then in each plan booklet, carry through the icon structure to show how the plan relates back to the overall incentive program and company objectives. Finally, create a program folder with a spine to hold all of the materials in one, easily identified place.</p>	<p>Increase in awareness, understanding and appreciation among executives of the overall program and the five individual plans. Managers were better able to correlate personal and departmental achievements with their incentive compensation awards.</p>